Analysis of Weekly Newsletters: Initial Report
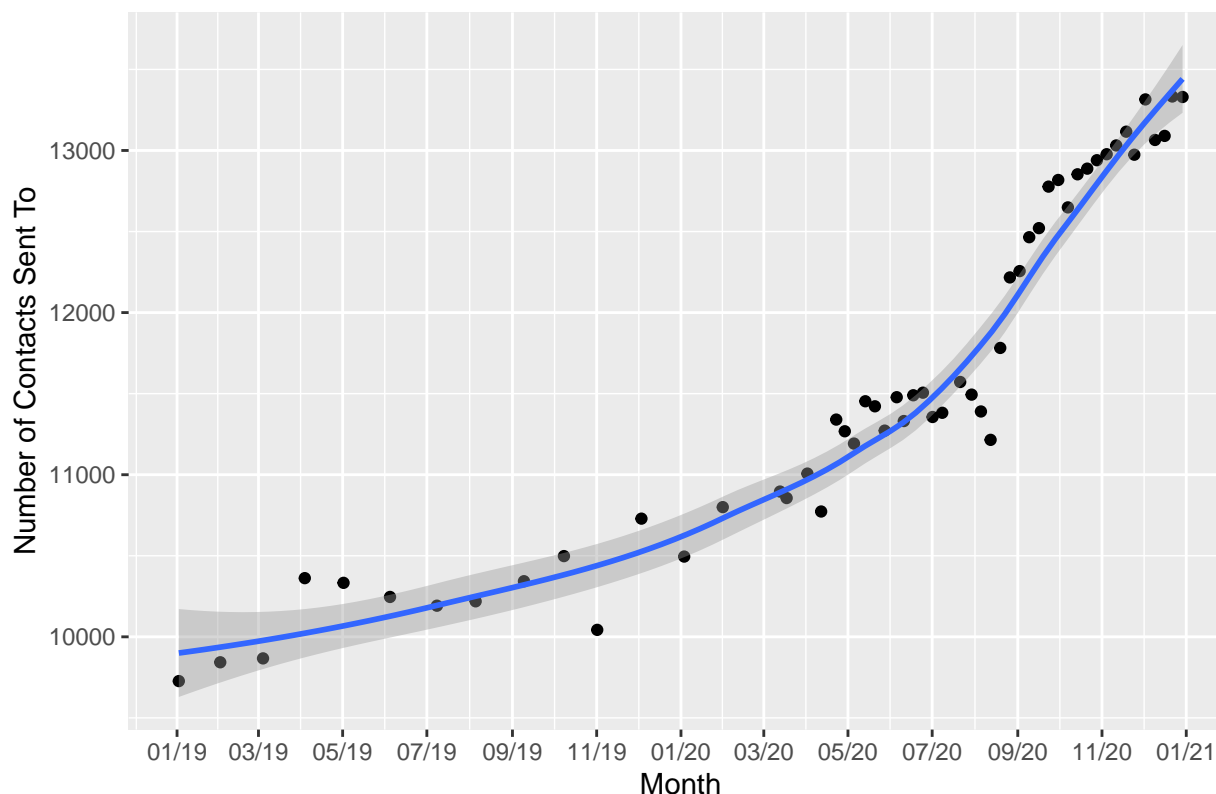
Alvin Sheng

The open percentage is

$$\text{Open \%} = \frac{\text{number of contacts who opened the email}}{\text{number of contacts sent to}} \times 100\%$$

```
##
## Attaching package: 'lubridate'

## The following object is masked from 'package:base':
##
##     date
```

Summary Statistics over Time, 2019-2020

```
## `geom_smooth()` using method = 'loess' and formula 'y ~ x'
```
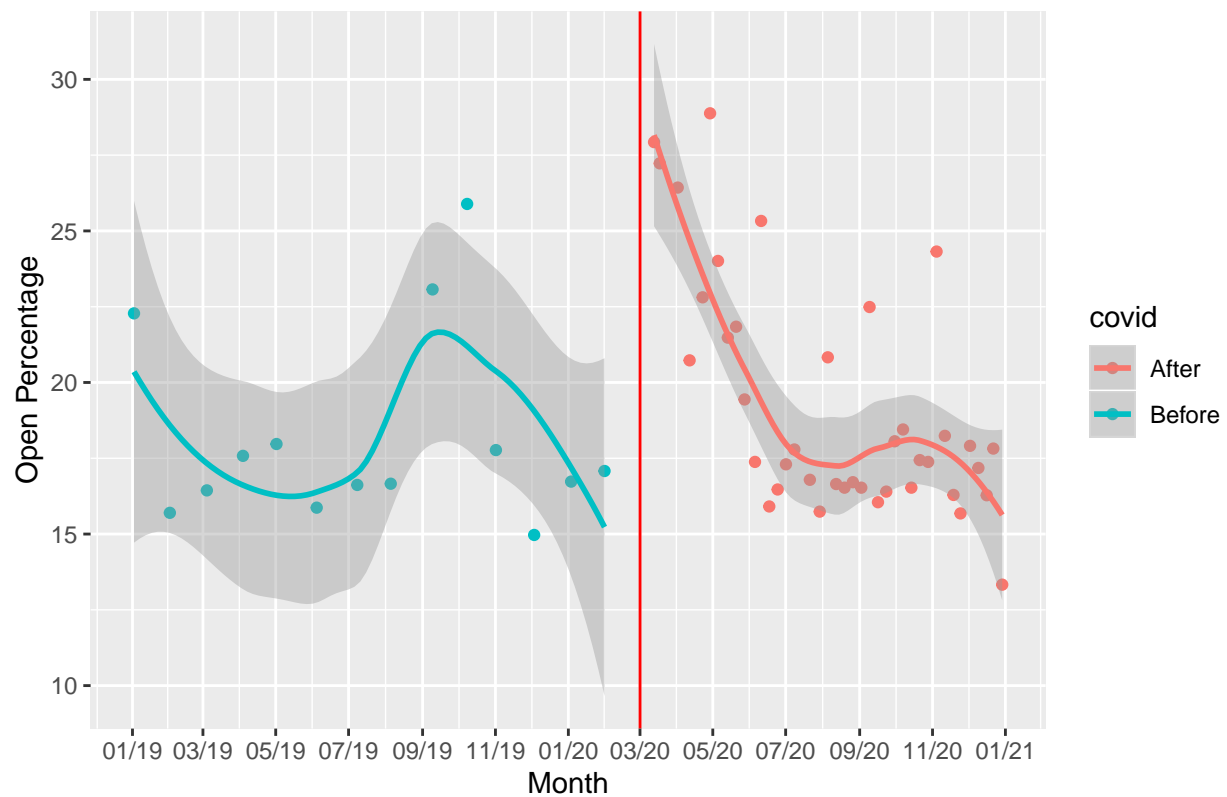

Number of Contacts Sent To over Time, 2019–2020

When did the pandemic start changing things? The March 12 weekly newsletter was the first one to mention the COVID-19 pandemic and remote volunteering opportunities.

```
## `geom_smooth()` using method = 'loess' and formula 'y ~ x'
```
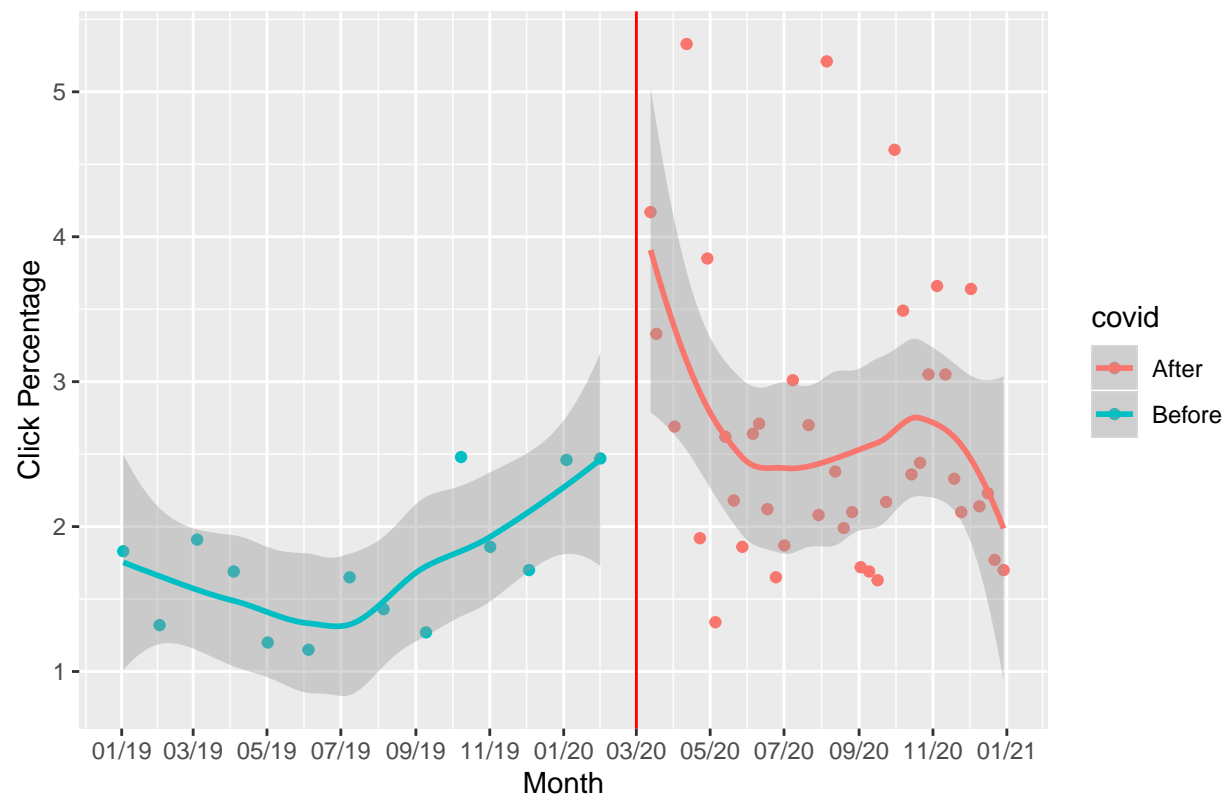
Open Percentage over Time, 2019–2020

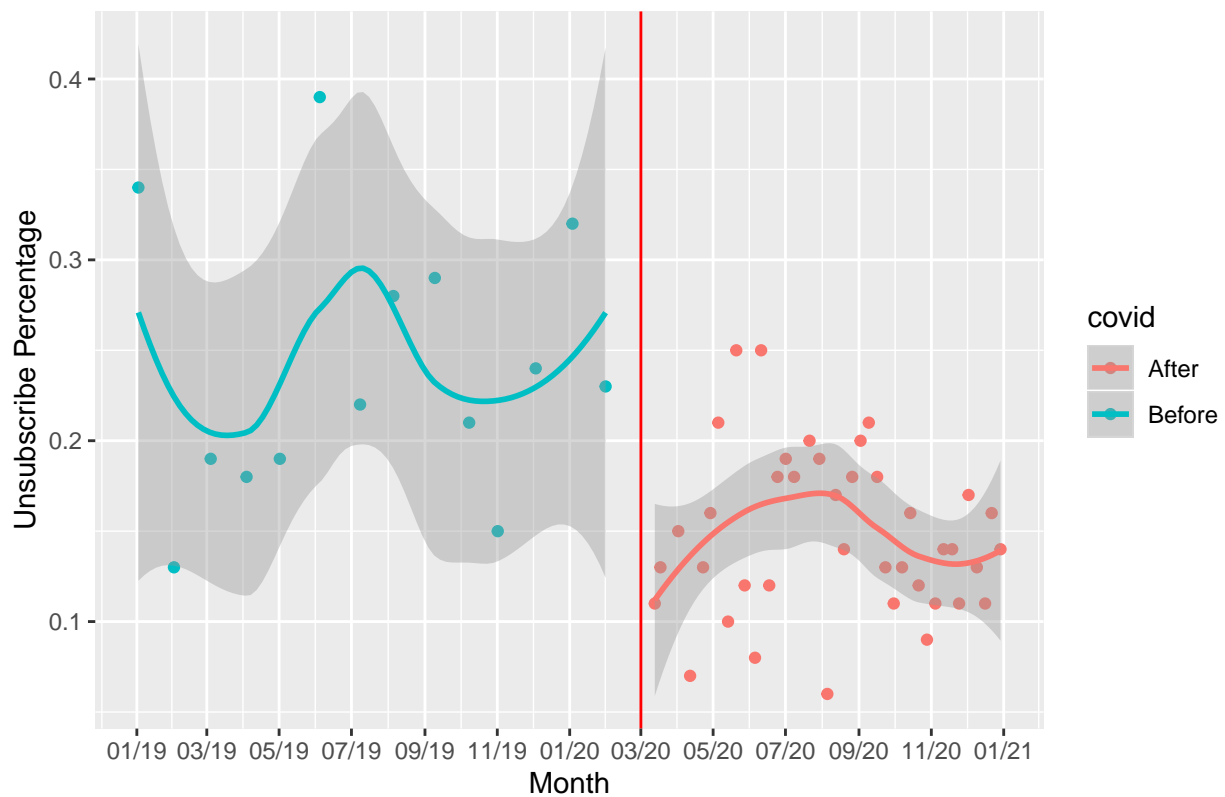There is a spike in the open percentages after March.

```
## `geom_smooth()` using method = 'loess' and formula 'y ~ x'
```
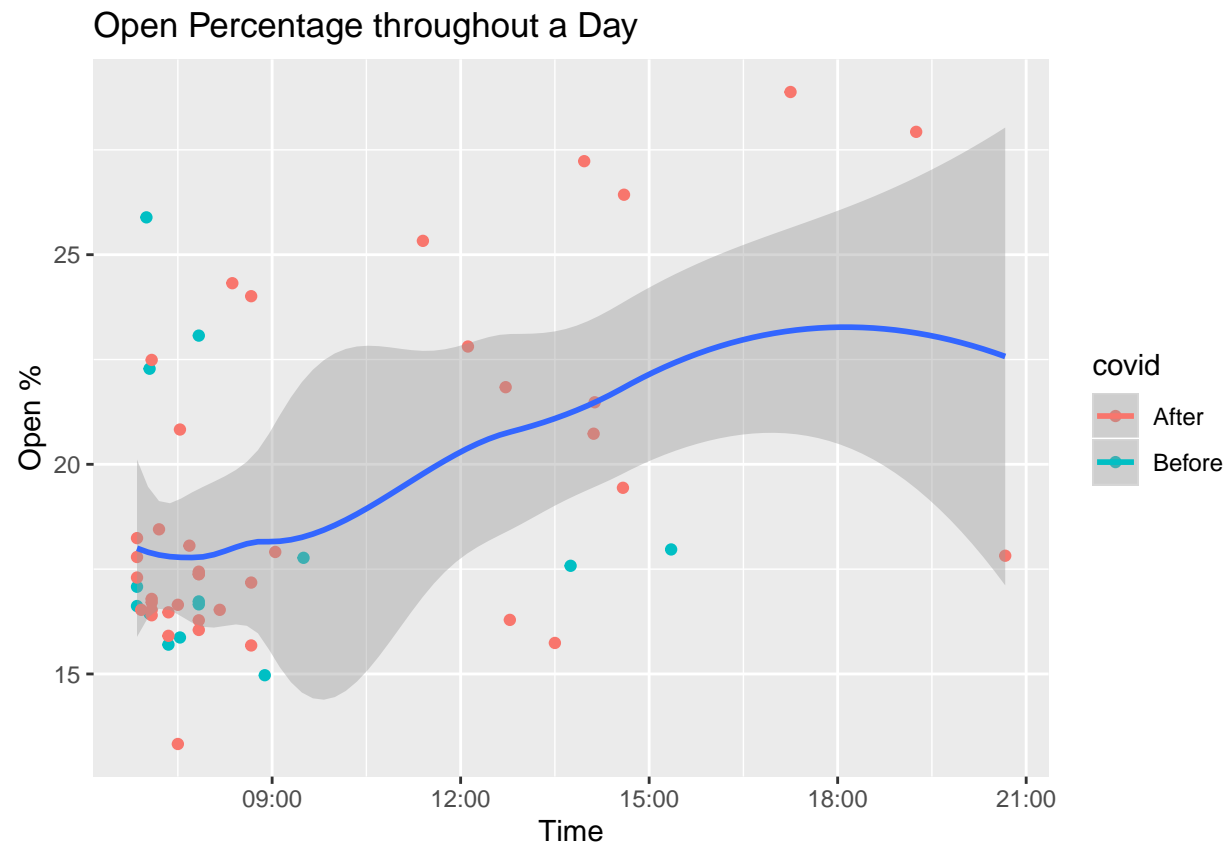
Click Percentage over Time, 2019–2020


```
## `geom_smooth()` using method = 'loess' and formula 'y ~ x'
```

Unsubscribe Percentage over Time, 2019–2020

Summary Statistics throughout a Day

```
## `geom_smooth()` using method = 'loess' and formula 'y ~ x'
```

Open Percentage throughout a Day

There may be a slight upward trend.